

Message Text

UNCLASSIFIED

PAGE 01 MADRID 09390 141955Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 127773 /73

R 131640Z DEC 76
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO SECSTATE WASHDC 8305

UNCLAS MADRID 9390

E.O. 11652: N/A
TAGS: BBSR, SP
SUBJECT: GLOBAL MARKET RESEARCH: PRODUCTION EQUIPMENT AND
MATERIALS FOR ELECTRONIC COMPONENTS

REF: USDOC 20344

1. EMBASSY CONTACTED INTERESTED BIDDERS WITH PROPOSAL
SUGGESTED IN REF CABLE TO PAY STUDY IN DOLLARS. TWO
SAID THIS MADE DIFFERENCE AND SUBMITTED BIDS BASED ON
PAYMENT IN DOLLARS. BIDS BEING SENT UNDER SEPARATE
COVER.

2. ALLEN ANDERSON AND ASSOCIATES BID FOR SPAIN ALONE
IS \$7,750. ANDERSON STATES MINIMUM OF 53 PERSONAL
INTERVIEWS DISTRIBUTED AS FOLLOWS: SALES REPS 10,
END-USERS 18, MANUFACTURERS 20, GOVERNMENT OFFICIALS 1,
TRADE ASSOCIATIONS 2, AND TRADE FAIRS 2. LARGER THAN
USUALLY REQUIRED POPULATION OF PERSONAL INTERVIEWS, 50
VERSUS 30, WAS FACTOR IN ARRIVING AT HIGHER PRICE THAN
BIDS FOR PREVIOUS STUDIES. MUCH MORE EXTENSIVE
SCOPE OF THIS STUDY - IN FACT ALMOST THREE
SEPARATE STUDIES - WAS OTHER REASON FOR HIGHER
PRICE.

3. ANDERSON HAS COMPLETED TEN HIGH QUALITY GMR
STUDIES. HIS PREVIOUS WORK FOR COMMERCE IN THE PRE-
DOMINANTLY ELECTRONICS FIELDS OF LABORATORY INSTRU-
MENTATION, BUSINESS EQUIPMENT, COMMUNICATIONS EQUIP-
MENT, AND COMPUTERS GIVE HIS FIRM AN EXCELLENT BASE
FOR DOING THE COMPONENTS STUDY. HIS KNOWLEDGE OF
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MADRID 09390 141955Z

THE ELECTRONICS INDUSTRY IN SPAIN IS THE MOST

COMPLETE OF ANY MARKET RESEARCH ORGANIZATION IN THE COUNTRY.

4. RICHARD J. KATTERSON BID FOR SPAIN ALONE IS \$9,840. BIDDER STATES MINIMUM OF 190 INTERVIEWS OF WHICH 50 WOULD BE WITH KEY OFFICIALS. MOST INTERVIEWS WILL BE CONDUCTED IN CONJUNCTION WITH REGULAR SALES VISITS MADE BY KATTERSON WHO IS LOCAL DISTRIBUTOR FOR AMERICAN FIRM HARRISON ELECTRONICS INTERNATIONAL. KATTERSON TOLD EMBASSY MARKET RESEARCH OFFICER THAT HE WOULD DO GMR STUDY AS ADD ON BUSINESS TO HIS PROMOTION OF HARRISON PRODUCTS IN SPAIN.

5. EMBASSY RECOMMENDS STUDY BE AWARDED TO ANDERSON. HIS ESTABLISHED RECORD OF HIGH QUALITY GMR STUDIES ALWAYS COMPLETED ON TIME AND HIS VERY COMPETENT RESEARCH TEAM ASSURE US HE WILL PRODUCE A GOOD STUDY. ANDERSON'S BID IS ALSO MORE THAN \$2000 CHEAPER THAN OTHER BID. EMBASSY BELIEVES THAT IN VIEW OF 50 PERCENT INCREASE IN NUMBER OF PERSONAL INTERVIEWS AND SIGNIFICANTLY LARGER VOLUME OF DATA REQUIRED FOR THIS STUDY, ANDERSON'S BID ON COMPONENT STUDY IS NOT OUT OF LINE WITH HIS PRICES FOR PREVIOUS STUDIES.

6. EMBASSY NOTES THAT LAST SURVEY OF THIS MARKET FOR COMMERCE WAS DONE AS SECONDARY MARKET STUDY BY MARKET RESEARCH OFFICER WHO WILL MONITOR CONTRACTED STUDY. AVAILABILITY OF MRO'S IN DEPTH KNOWLEDGE OF SUBJECT MATERIAL WOULD GIVE LOCAL CONTRACTOR ADVANTAGE OVER OUT OF COUNTRY BIDDERS. STABLER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MADRID09390
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760460-1240
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761249/aaaabpwl.tel
Line Count: 93
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: schwenja
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2004 by hattaycs>; APPROVED <17 AUG 2004 by schwenja>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH: PRODUCTION EQUIPMENT AND MATERIALS FOR ELECTRONIC COMPONENTS
TAGS: BBSR, SP
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006